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U.S. Bureau of Foreign
and Domestic Commerce

How the Far Eastern
Division serves the...

Washington

1922

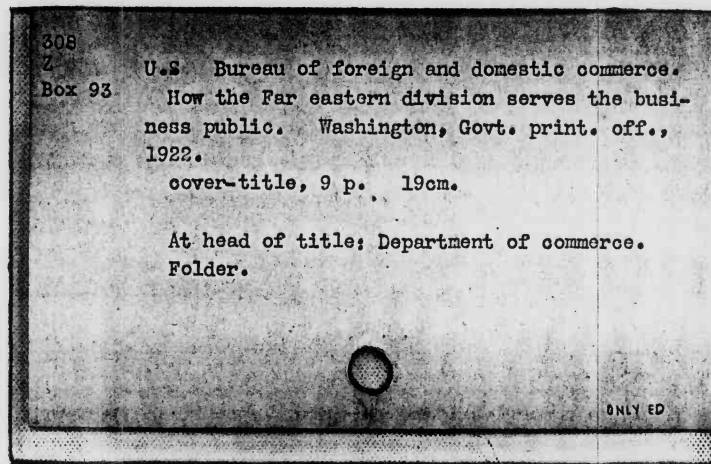
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DEPARTMENT OF COMMERCE
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**HOW THE
FAR EASTERN DIVISION
SERVES THE
BUSINESS PUBLIC**



WASHINGTON
GOVERNMENT PRINTING OFFICE
1922

The Regional Divisions of the Bureau of Foreign and Domestic Commerce furnish business men with information on foreign markets. They prepare financial and budgetary studies, report on market tendencies, political and economic developments as they affect the outlook for foreign trade, and the trend of business overseas. The Regional Divisions also furnish data concerning industries not covered by corresponding Commodity Divisions.

The bureau's Regional, Commodity, and Technical Divisions are closely affiliated. As a result, the commercial information given out by the bureau is timely and accurate. Regional information is based upon careful checking of commodity reports, and technical information of immediate interest to only one industry is prepared after carefully weighing the general commercial situation. Direct inquiries, as well as those addressed to the bureau's district or cooperative offices, will receive prompt attention, as all the divisions of the bureau are in close touch with these offices.

Business men interested in developing foreign markets on a conservative basis should follow closely the cable summaries prepared by the Regional Divisions and published in COMMERCE REPORTS.

The Far Eastern Division covers China, Hongkong, Japan, Chosen, Taiwan, British India, Ceylon, Dutch East Indies, Straits Settlements, Federated and Non-Federated Malay States, Borneo, French Indo-China, Siam, Australia, New Zealand, the Philippines, and all islands of the Pacific Ocean, including Hawaii.

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HOW THE FAR EASTERN DIVISION SERVES THE BUSINESS PUBLIC.

The Far Eastern Division is devoted especially to keeping in touch with the general commercial and economic conditions in the Far East for the purpose of furnishing information to the business public to be used in shaping selling and credit policies.

ORGANIZATION.

The division is divided into two distinct sections: A regional section, consisting of a number of experts each handling a group of countries; and a research, file, and library section, which accumulates and assembles information from which inquiries are answered.

The bureau is represented in the Far East by commercial attachés located at Tokyo and Peking and by trade commissioners at Shanghai, Canton, Manila, Calcutta, and Melbourne. In addition, reports are received from American consular officers located in the following countries:

China.	New Zealand.
Hongkong,	French Indo-China.
Japan.	Ceylon.
Dutch East Indies.	Siam.
Straits Settlements.	Taiwan (Formosa).
British India.	Chosen (Korea).
Australia.	

DISTRIBUTION.

Reports from field officers.—The numerous reports on economic conditions received from commercial attachés, trade commissioners, and consuls in the Far East are published in COMMERCE REPORTS, distributed through letters to inquirers, or sent in the form of printed or mimeographed circulars to concerns on the bureau's Exporters' Index or on special mailing

lists of persons who have signified their desire to receive regularly information regarding specific lines of interest. The object of this service is to enable those persons who have asked to be placed on these mailing lists, and who have also subscribed to *COMMERCE REPORTS*, to be sure that they will be kept advised of any important developments.

Far Eastern periodicals.—All the important trade papers published in the Far East are clipped or indexed, and interesting items are abstracted for use in *COMMERCE REPORTS* or in circulars. From time to time accumulated information on each topic is brought up to date and abstracted in order that it may be sent in condensed form to inquirers. All this material is cross indexed on cards, so that it may be consulted readily. An increasing number of business men are visiting the bureau each week for the purpose of consulting these index cards and making notes of the information contained in books, periodicals, and other sources which are not in such form as to permit of circulation.

RESEARCH.

A number of research assistants are constantly employed in answering inquiries regarding possible markets in the Far East for American manufactures not covered by the Commodity Divisions or sources of supply for the raw materials needed in our industries. This involves supplying classified lists, prepared by the Commercial Intelligence Division, of foreign concerns which purchase American goods or which export raw materials.

Inquirers are also supplied with information obtained from many sources regarding living conditions, climate, manners and customs, dress, marketing and advertising methods, and other data which are requisite to enable American merchants to form intelligent conclusions as to the possibility of selling their products in the Orient or of improving their system of distribution.

SURVEYS.

Cable surveys of economic and financial conditions in the different Oriental countries are published monthly in *COMMERCE REPORTS*, and this is considered by the business public to be one of the most valuable of our services. These monthly surveys are based upon cable reports from American officials abroad, which give the most recent information available, and they are supplemented and interpreted by supplying statistics and other data on file, so that a reader may understand at a glance the significance of trade fluctuations and be assisted in deciding how his own business will be affected by changing conditions. Special attention is paid to price changes, stocks of different commodities held at foreign ports, imports and exports, shipments by competitors, acreage of crops planted, the effects of weather conditions, and the quantities of different productions finally harvested or exported. The trade of foreign countries is also analyzed in order to show the competition which our exporters must meet and to indicate possible opportunities for the sale of special American products. Great pains are taken to publish current information that may be useful in making actual shipments and sales and not merely for statistical purposes.

This service has been so successful that it is being extended as rapidly as funds permit. Advance information regarding impending financial and commercial crises, floods, and famines has saved business men from serious loss, and in a number of cases the furnishing of exact facts regarding stocks of manufactured goods on hand in other countries or available for export has enabled our merchants to get a better insight into marketing conditions.

SPECIAL SERVICES.

Not only are these systematic services rendered to the general public, but we are constantly endeavoring to meet the needs of individual merchants. Investigations are being continuously

made to secure the data necessary for the intelligent marketing of American goods, and assistance is being rendered in the carrying on of effective sales and advertising campaigns adapted to the peculiar conditions of the Far East. Monographs written by trained men who have investigated advertising in the Far East are distributed as well as the names and advertising rates of the different newspapers and magazines in the Orient.

LIBRARY FACILITIES.

A reference library is maintained, containing the most recent books and publications of foreign Governments, as well as current newspapers and magazines, and in this section expert assistance is provided for the increasing number of visitors who are making statistical researches.

Statistical and economic information of many kinds is constantly furnished to Senators and Congressmen for legislative purposes, especially regarding the wages and costs of production abroad. Many other departments of the Government are provided with material about the Far East, thus avoiding duplication of work.

The latest information in regard to Government finances, bank clearings, railroad earnings, the condition of key industries, and similar basic factors is being constantly distributed through publications, direct letters, and the district and cooperative offices. This is becoming of greater importance, owing to the successful floating in the United States of various loans to Governments in the Far East.

Monographs, which often require extensive research, are being constantly prepared in answering inquiries regarding living conditions abroad, and the methods of marketing, transportation, and distribution. Others relate to existing and new sources of supply for raw materials and foodstuffs. It is significant that there is an increasing call from business houses for comparative analyses of statistics regarding different countries for a number of years, as this shows a more intelligent study of the foreign trade of countries by

the comparative method. This tendency is also manifested in the constant demand for similar information from writers for newspapers and magazines. Such studies are aided by furnishing lists of books and periodicals on different subjects.

Libraries in different cities have frequently subscribed to Far Eastern periodicals at our suggestion, so that we are often able to refer inquirers in other cities definitely to books and periodicals in their city libraries, of whose existence they had not previously been aware. We are also endeavoring to provide the district and cooperative offices with duplicates of the more important publications regarding the Far East for the use of visitors. Business men will generally find it to their advantage to consult the nearest district or cooperative office, which can often immediately supply the information desired, or will in any case obtain it from Washington.

ECONOMIC GUIDANCE.

Special attention is being paid to disseminating accurate information about the factors which may in the future influence production, exports, or selling in Oriental countries. For instance, the export duty on skins in India tends to divert our purchases to China, and the effect of this is pointed out not only by the mere statement, but by publishing comparative statistics.

Attention has also been called to the fact that the improvement in the quality of Chinese silk and the erection of silk filatures as the result of the efforts of the American silk merchants who visited China a short time ago is likely to increase our imports of raw silk from China.

In order to perform successfully this new service, the wants of the business community are being anticipated by a careful study of requirements, and the consuls and our field men are being requested to furnish the material necessary for such interpretations. If we were to wait until the information is furnished in the usual manner it would often be too late to be useful for present business purposes.

The object of this division is to deliver to American manufacturers and exporters practical business information superior to that furnished to their nationals by the long-established chambers of commerce and Government commercial organizations of other lands. We intend not only to respond to the increasing demands which are constantly being made upon us, but to anticipate what will be needed in the future and to prepare ourselves in advance.

BUREAU PUBLICATIONS.

Current information regarding the Far East received through the Diplomatic and Consular Service of the State Department and from the commercial attachés and trade commissioners of the bureau is published in the weekly *COMMERCE REPORTS*. Most of the detailed information obtained by the trade commissioners and commercial attachés, however, is embodied in monographs reporting the results of their investigations in a particular country.

The following reports dealing with the Far East may be obtained from the Superintendent of Documents, Government Printing Office, Washington, or from the district offices of the bureau, at prices stated.

SPECIAL AGENTS SERIES.

107. Cotton Goods in China; 1916; price, 25 cents.
109. Australasian Markets for American Lumber; 1916; price, 5 cents.
115. Cotton Goods in the Straits Settlements; 1916; price, 10 cents.
120. Cotton Goods in the Dutch East Indies; 1916; price, 10 cents.
123. Cotton Goods in Ceylon; 1916; price, 5 cents.
124. Cotton Goods in British India, Part I, Madras Presidency; 1916; price, 10 cents.
127. Cotton Goods in British India, Part II, Bengal Presidency; 1917; price, 10 cents.
138. Cotton Goods in British India, Part III, Burma; 1917; price, 10 cents.

147. Electrical Goods in New Zealand; 1917; price, 5 cents.
149. Cotton Goods in British India, Part IV, Bombay Presidency; 1917; price, 15 cents.
151. Shoe and Leather Trade in New Zealand; 1917; price, 5 cents.
155. Electrical Goods in Australia; 1917; price, 15 cents.
156. Markets for Railway Materials, Equipment, and Supplies in Australia and New Zealand; 1917; price, 25 cents.
157. Cotton Goods in British India; Part V, Summary of Trade; Part VI, Cotton Manufacturing; 1917; price, 10 cents.
159. Shoe and Leather Trade in Australia; 1917; price, 5 cents.
161. Shoe and Leather Trade in the Philippines; 1917; price, 5 cents.
166. Agricultural Implements and Machinery in Australia and New Zealand; 1918; price, 25 cents.
170. Motor Vehicles in Japan, China, and Hawaii; 1918; price, 15 cents.
172. Electrical Goods in China, Japan, and Vladivostok; 1918; price, 30 cents.
173. Shoe and Leather Trade of China and Japan; 1918; price, 5 cents.
180. Far Eastern Markets for Railway Materials, Equipment, and Supplies; 1919; price, 35 cents.
209. Advertising Methods in Japan, China, and the Philippines; 1921; price, 25 cents.
213. Electrical Goods in British India and Ceylon; 1922; price, 15 cents.

SPECIAL CONSULAR REPORTS.

76. Proprietary Medicine and Ointment Trade in China; 1916; price, 5 cents.

MISCELLANEOUS SERIES.

42. Australian Markets for American Hardware; 1916; price, 10 cents.
45. Exporting to Australia (practices and regulations to be observed by American shippers); 1916; price, 5 cents.

50. Far Eastern Markets for American Hardware; 1917; price, 25 cents.
70. Conduct of Business with China; 1919; price, 10 cents.
83. Trade Directory of South Australia; 1919; price, 5 cents.
84. Commercial Handbook of China, 2 vols.; 1920. Vol. I, 60 cents; Vol. II, 40 cents.

COMMERCE REPORTS will be mailed to subscribers weekly for \$2.50 per year. A complete list of the bureau's publications may be obtained on request made to the Washington office or to any district or cooperative office.

DISTRICT OFFICES.

NEW YORK: 734 United States Customhouse
 NEW ENGLAND: 1801 Customhouse, Boston
 CHICAGO: 1424 First National Bank Building
 ST. LOUIS: 1209-1210 Liberty Central Trust Co. Building
 NEW ORLEANS: 214 Customhouse
 SAN FRANCISCO: 306 Customhouse
 SEATTLE: 515 Lowman Building
 MANILA, P. I.

COOPERATIVE OFFICES.

AKRON, OHIO: Chamber of Commerce
 ATLANTA, GA.: Chamber of Commerce
 BALTIMORE, MD.: Export and Import Board of Trade
 BRIDGEPORT, CONN.: Manufacturers' Association
 CHATTANOOGA, TENN.: Foreign Trade Secretary, Southern Railway System
 CINCINNATI, OHIO: Chamber of Commerce
 CLEVELAND, OHIO: Chamber of Commerce
 COLUMBUS, OHIO: Chamber of Commerce
 DALLAS, TEX.: Chamber of Commerce
 DAYTON, OHIO: Dayton Chamber of Commerce
 EL PASO, TEX.: Chamber of Commerce
 FORT WORTH, TEX.: Chamber of Commerce
 INDIANAPOLIS, IND.: Chamber of Commerce
 LOS ANGELES, CALIF.: Chamber of Commerce
 MILWAUKEE, WIS.: Association of Commerce
 NEWARK, N. J.: Chamber of Commerce
 NORFOLK, VA.: Hampton Roads Maritime Exchange
 OMAHA, NEBR.: Chamber of Commerce
 PENSACOLA, FLA.: Chamber of Commerce
 PHILADELPHIA, PA.: Chamber of Commerce
 PITTSBURGH, PA.: Chamber of Commerce
 PORTLAND, OREG.: Chamber of Commerce
 RICHMOND, VA.: Chamber of Commerce
 ROCHESTER, N. Y.: Chamber of Commerce
 SAN DIEGO, CALIF.: Chamber of Commerce
 SYRACUSE, N. Y.: Chamber of Commerce

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